



April 7-10, 2005, Soriano, Uruguay



Dear U.S. Export Assistance Center clients:

As USEAC clients, the Commercial Service of the U.S. Embassy in Montevideo Uruguay would like to make you aware of an unparalleled opportunity at **"no-cost"** to increase your sales of Agricultural-related products and services to Uruguay.

Together with the U.S. Department of Agriculture and the U.S. Department of State, the Embassy will be participating in the 10th ExpoActiva, Uruguay's largest hands-on agricultural exhibition. In 2004, the Embassy's participation generated over 1,000 trade leads to the eighty participating U.S. companies, not only in Uruguay but also from visitors from Brazil and Argentina.

#### **What you need to know:**

- 1) There is no participation fee.
- 2) Your only cost is that of mailing up to 50 product brochures (if possible in Spanish)
- 3) The Embassy will send you a list with the complete contact information of all those who expressed an interest in your products.
- 4) The U.S. is the third largest supplier of agricultural machinery to Uruguay after Argentina and Brazil, with sales of over 7.5 million dollars.
- 5) Uruguay's GDP grew 12% in 2004 pulled principally by the agricultural sector exports.
- 6) Used machinery has an excellent market in Uruguay.
- 7) This year ExpoActiva will have a separate area dedicated exclusively to irrigation equipment and aerial fumigation.

#### **What we need from you:**

- 1) A completed participation form (attached)
- 2) No more than 50 sets of product literature mailed to the following U.S. address:

Mr. James M. Perez,  
Commercial Officer  
American Embassy Montevideo  
Unit Econ 4510  
APO AA 34035

Note: The above is a U.S. mailing address. Please do not add the words "Montevideo" or "Uruguay" anywhere on the mailing label except as noted above. Catalogs shipped via this address will arrive on time for the exhibition if mailed by March 16.

Alternatively, you may wish to use a private courier such as **FedEx**. In such a case, the literature should be mailed to:

Robert H. Gorter,  
Senior Commercial Specialist  
Embajada Americana  
Lauro Muller 1776  
Montevideo, Uruguay  
Tel: 5982-4187777 int. 2366

**Don't miss this free opportunity  
to have your product literature exhibited to over  
7,000 regional visitors to the  
U.S. Exhibition at ExpoActiva 2005.**

**For questions or further information, please  
contact Robert Gorter at gorterrh@state.gov**



*United States Embassy*  
M O N T E V I D E O / U R U G U A Y